

## Two-thirds of job seekers are passive.

This means they're interested in great opportunities coming their way, but they are not actively looking on job boards. If you are only distributing your reqs on job boards – where active job seekers are spending their time – you're losing out.

Typically, running social, search, and display ads with traditional marketing agencies means you can't target the right candidate audiences at a job level. These agencies just don't have the APIs, data, or AI capabilities to do that. Plus, their process usually involves an extra step for your job seeker, ultimately increasing drop-offs and lowering your return on dollars spent.

## MOJO Social

The Only Social, Search, and Display Advertising Solution with Job-Level Targeting

### Target the Right Audience for Every Job

MOJO Social powers targeted advertising on search engines, social media, and more than two million websites (including their favorite news and shopping sites) on the World Wide Web, allowing teams to reach both active and passive candidates. Audiences are targeted based on demographic, behavioral, and custom options at a job (not campaign) level, meaning 40% more clicks convert to applications.

Plus, you can track campaign performance in real-time across all your sources (including job sites) in a single pane of glass, from click to hire – and all stages in between.



**67%+** passive candidates reached



**40%+** more qualified applications



**25%+** less cost per hire



## Benefits at a Glance



### Reach passive job seekers

Reach job seekers on more than two million websites worldwide. Target them with automated job ads across search engine pages, social media channels, news or shopping websites, and much more.



### Job-level targeting

Place your ads based on the way job seekers think, feel, and act. Use demographic and custom targeting, affinity audiences, and lookalike talent pools to reach the people you want.



### Retarget qualified candidates

Retarget job seekers that visited your career site but did not complete your job application – and bring them back into your funnel. Boost your click-to-apply conversion rates and lower your cost per application.



### Single source of truth

Track your campaign performance in real-time across all your sources – job sites, search engines, display ads, and social media – in a single, easy-to-use dashboard. All of this from source to hire, and every stage in between.

## About Joveo

As the global leader in AI-powered programmatic job advertising and candidate engagement, we are transforming talent sourcing and media buying for the world's largest and smartest employers, staffing businesses, RPOs, and recruitment marketing agencies.

The Joveo platform enables businesses to attract, source, engage, and hire the most relevant candidates on time, within their budget. Powering millions of jobs every day, our AI-powered talent sourcing platform uses advanced data science and machine learning to dynamically manage and optimize candidate sourcing and applications across all online channels, while providing real-time insights at every step of the job seeker journey, from click to hire.

To learn more about Joveo's award-winning platform and services, visit [www.joveo.com](http://www.joveo.com).

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Let's transform hiring together!

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